

A method and apparatus for managing search listings in a search database include storing one or more search listings for an advertiser. Each search listing includes an associated search term. The system receives from the advertiser identification information for a search listing and a desired rank for the identified search listing, a maximum cost per click for the search listing, or both. The system stores the desired rank and/or maximum cost per click for the search listing. The system then determines a cost per click for the identified search listing based on the desired rank and other search listings which include the search term associated with the identified search listing.

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